

Message Text

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ACTION EUR-12

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FOR BIC/OMP/CRO:JMBATALLER

E.O. 11652: N/A

TAGS: APER, BGEN, SW

SUBJECT: COMMERCIAL PROGRAM: FSL REGIONAL SEMINARS IN EUROPE FY
76

REF: MEMO JULY 8, 1975

1. YOUR MEMORANDUM ACKNOWLEDGED WITH THANKS; WE APPLAUD
YOUR INITIATIVE THIS PROGRAM AND DELIGHTED WITH AGENDA (9 ITEMS)
TO WHICH WE SUGGEST FOLLOWING ADDITIONS:

A. (10) - DEVELOPMENT AND USE OF MULTIPLIERS. ONE OF
MAIN SUPPORTS OF AGENT/REP-FIND PROGRAMS ON BEHALF OF
TRADE CENTER AND OTHER OIM PROGRAMS CAN BE FOUND IN BANKS
(PARTICULARLY BUSINESS DEVELOPMENT DEPARTMENTS) WHOSE
OFFICERS FIND IT MUTUALLY BENEFICIAL TO WORK WITH COMMERCIAL
SECTIONS; CHAMBERS OF COMMERCE, CARRIERS, AND IATA-APPROVED
TRAVEL AGENTS ARE ALSO IMPORTANT MULTIPLIERS FOR SUPPORTING
THESE AND FOREIGN BUYERS PROGRAM;

B. (11) - TRIP PLANNING AND SUPPORT. THE CCP IDENTIFIES
GOALS AND TARGETS FOR CAMPAIGN MANAGERS AND INCLUDES FUNDING;
HOWEVER, CRITICAL ELEMENT IN REALIZATION OF TARGETS IS
PROPER ADVANCED TRIP-PLANNING INCLUDING PROPER USE OF
"BLUE RIBBON CALL" TECHNIQUES; KITS; PROMOTION MATERIALS;
PRIOR SCHEDULING AND FOLLOW THROUGH THEREAFTER TO EXPLOIT
10 FAM 947 PROJECTS; TOPS'S; PIR'S FOR EXPANSION OF FTI AND
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CERP ALERT REPORTING.

2. WE LOOK FORWARD TO EARLY ANNOUNCEMENT FUTURE SEMINARS
ALONG LINES PENULTIMATE PARAGRAPH YOUR MEMO SINCE WE
HAVE QUALIFIED CANDIDIDATES WE WOULD HOPE TO SEE INCLUDED.
STRAUSZ-HUPE

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